BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Digital Marketing: Digital Fundamentals

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 4: Investigating Digital Marketing** and **Unit 5: Developing a Digital Marketing Campaign** as achievement towards CIM certification in the **Digital Fundamentals** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Certificate in Marketing BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 4: Investigating Digital Marketing**
Learning aim(s)	**B** Explore the use of digital marketing tools to target key customer segments **C** Review the development of digital marketing content to target key customer segments
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your mentor has read your previous report and was very impressed. They have told you that the organisation that you based your report on has approached the company you are working for and told them that they are planning to **launch a new product/ service.** Your mentor needs your help to do the initial investigative work on the use of digital tools and content options that can be used to target a key customer segments aimed at supporting the launch of the new product/ service in the organisation to meet these set objectives:

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	• To increase sales of the new product/service from existing customers • To brand awareness/increase audience reach of the new product/service from new customers

Task 1	Using the same organisation as you did in the previous assignment for Learning Aim A, produce a report that must include: • A description of how at least **three** different digital marketing tools could be used to target a key customer segment for the product/ service launch • A description of the advantages and disadvantages of the digital marketing tools described above. • A careful consideration of the relationship between the digital marketing tools and how these could be used to target the selected key customer segment and meet the set objectives • An explanation of how at least **two** different content options could be developed to use within the digital marketing tools identified above in order to target the key customer segment. • A consideration of the strengths and weaknesses of the two content options. • A description of the steps involved in developing the different content options to use within the digital marketing tools to target the key customer segment. • An identification of the most relevant steps involved in developing the different content options that you have described above. • An identification of the links between the steps involved in the development of the content options. • A conclusion including a supported judgement (using evidence from a range of sources) justifying the most appropriate tools and content options for the key customer segment.
Checklist of evidence required	Report on the selection of digital marketing tools and content options for a new product/ service launch for a selected organisation's key customer segment.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
4/BC.D2	Evaluate different content options and the use of digital tools to target a key customer segment.
4/B.M2	Analyse how digital marketing tools could be used to target a key customer segment in a selected organisation.
4/C.M3	Assess the different content options, including the steps involved in developing these, for use within the digital marketing tools used to target a key customer segment in a selected organisation.
4/B.P3	Describe how digital marketing tools could be used to target a key customer segment in a selected organisation.
4/B.P4	Describe the advantages and disadvantages of the digital marketing tools used to target a key customer segment in a selected organisation.
4/C.P5	Explain how different content options could be developed for use within the digital marketing tools used to target a key customer segment in a selected organisation
4/C.P6	Describe the steps involved in developing the different content options that could be developed for use within the digital marketing tools used to target a key customer segment in a selected organisation.
Sources of information to support you with this Assignment	www.marketingjournal.org/category/digital-marketing/ Digital marketing articles http://digitalmarketingmagazine.co.uk/ Digital marketing magazine www.thedrum.com The Drum marketing magazine www.wordstream.com/blog/ws/2016/01/05/marketing-news Digital marketing news sources www.digitaldoughnut.com/articles/2018/february/how-to-integrate-traditional-and-digital-marketing Digital marketing and traditional marketing
Other assessment materials attached to this Assignment Brief	*None*